Chapter 2: Optimize the User Experience Even though your site is designed to achieve an end result related to your organization, the ultimate purpose of the design should be to enable the user. Designers should make every attempt to reduce the user's workload by taking advantage of the computer's capabilities. Users will make the best use of Web sites when information is displayed in a directly usable format and content organization is highly intuitive.	**2:1** Display Information in a Directly Usable Format	Display data and information in a format that does not require conversion by the user, regardless of geographic location.
	2:2 Avoid Unsolicited Windows or Graphics	Do not display pop-up windows or images without the user's prompting.
	2:3 Provide Printing Options	To facilitate use of the information on your Web site, provide printer-friendly options for the user.
	2:4 Minimize Page Download Time	Help the user reach the information in a timely manner by building pages that load quickly.
	2:5 Warn of Time Outs	
	2:6 Reduce the User's Workload	Let the computer perform as many tasks as possible, so the user can spend more time gaining information than providing it.